

# MARKETING

**Marketing Your Business for Success**

**Wednesday, March 29, 2017**

## **MODERATOR:**

**Towan Isom** *President and CEO, Isom Global Strategies*

## **PANELIST:**

**Anne Brown**

*President and CEO, Playful Strategic, Inc.*

**Paresh Shah**

*Chief Strategy and Value Architect, The Non-Obvious Company*

**Where Businesses Come to Grow!**

[@USMBDA](#) [f/USMBDA](#) [www.MBDA.gov](http://www.MBDA.gov)

[#SuccessLooksLikeMe](#) [#WinWithMBDA](#)

# Expert Panel Moderator



**Towan Isom**

*President and CEO, Isom Global Strategies*

# MBDA Welcome



**Alicia Sowah**

*Office of Public Affairs, The Minority Business Development Agency (MBDA)*

# Expert Panelist



**Paresh Shah**

*Chief of Strategy and Value Architect, The Non-Obvious Company*

# Expert Panelist



**Anne Brown**

*President and CEO, Playful Strategic, Inc.*

# What is Marketing?

The action of creating awareness for a product, business, cause, or service for income, to inform, or to persuade.

# Polling Question #1

## What size is your business?

- Mom and Pop (no employees)
- Micro (2-14 employees)
- Small (15-49 employees)
- Medium (50-499 employees)

# What Are the 4 Ps ?

## 1. Product

- Tangible (product) or intangible (service)

## 2. Place

- Where the product is sold

## 3. Price

- What customers are willing to spend

## 4. Promotion

- Method of communication

## Polling Question #2

What webinar takeaway are you most interested in?

- A. Marketing best practices
- B. Branding do's and don'ts
- C. 2017 marketing trend forecasts
- D. When is marketing needed?
- E. How to incorporate marketing strategies?

# Great Marketing Includes...

1. The right message
2. The right medium
3. The right market

## Polling Question #3

What are your company's top marketing challenges?

- A. Generating new business leads
- B. Reaching target audiences
- C. Proving the ROI of your marketing activities
- D. Managing your website and social media accounts
- E. Developing a marketing budget

# Marketing for a Mom and Pop Business

1. Create your internal and external brand
2. Affirm and confirm your price
3. Know your competitors
4. Develop your marketing plan
5. Perfect your elevator pitch

# Marketing for a Micro Business

1. Develop branding guidelines
2. Develop your collateral materials
3. Establish a value proposition
4. Create a social media presence
5. Outline a marketing process

# Marketing for a Small Business

1. Create marketing tools to use
  - One-Sheets
  - Video Assets
  - Case Studies
  - Newsletters
2. Develop a marketing sales funnel
3. Engage a Customer Relationship Management (CRM) tool
4. Create a comprehensive social media strategy

# Marketing for a Medium Business

1. Shift from a marketing mindset to a media mindset
2. Choose a cause to leverage in media
3. Engage the value proposition throughout the organization
4. Hire a full-time marketing firm
5. Create a story for the business
6. Establish the organization and C-suite leadership as thought-leaders

# Panel Discussion

# Marketing Trends

- Lifter Leadership
- Fierce Femininity
- Loveable Unperfection

# Trends in Relation to My Business

- Adopt, adapt, buck, or ignore?
- Relevancy – Does it one or more of these spheres (company, customer, industry)?
- Engagement – Does this change the way our ideal customers establish and strengthen our relationship?
- Actionable – What might we/I need to rethink, delegate, or outsource to capitalize on this trend?

# Expert Panel Moderator



**Towan Isom**

*President and CEO, Isom Global Strategies*

# Expert Panelist



**Paresh Shah**

*Chief of Strategy and Value Architect, The Non-Obvious Company*

# Expert Panelist



**Anne Brown**

*President and CEO, Playful Strategic, Inc.*

# Thank You!

Join us next month from 2:00 p.m. – 3:30 p.m. for our *Scaling Up with Operational Insights* webinar on April 26, 2017! Follow MBDA for more information!

 @USMBDA

 /USMBDA

[www.MBDA.gov](http://www.MBDA.gov)

#WinWithMBDA

#SuccessLooksLikeMe